Sense72

A Marketing/Communications & Design Publication of Lippincott & Margulies, Inc.

American Express, United Technologies, Canada Dry, Pizza Hut, Rainier Bank, NBC Bicentennial revitalize their communicative postures. A new, aggressive corporate stance for FMC.

Closing the Image Gap

A Publication of
Lippincott & Margulies, Inc. and Lippincott & Margulies Ltd.
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A great deal has been articulated about the importance of corporate identity (much of it by ourselves), but there remains a side benefit which to our way of thinking has not been given sufficient emphasis—especially in times like these when opportunities for cost-cutting are particularly welcome. That side benefit is the very real savings and efficiencies that can be realized by a company that has embarked upon and completed a successful corporate identity program.

For the economy-minded corporation, a carefully-structured and well planned identification program can achieve substantial cost reductions. At the same time, for the expansion or growth-minded corporation, an identification program properly conceived and executed can provide the needed platform from which to launch a successful drive to new goals and objectives.

It is not surprising that major corporations turn to identity programs to save money. There are, for example, the savings attained in physical production. Bendix Corporation was able to save more than $200,000 in a three-year period following an identity program by substantially reducing the vast multitude of forms and invoices that it had been using. For another major company, the substantial reduction of packages from 100 different types down to only 10 was achieved with considerable savings. This type of savings is not uncommon in well-conceived identification programs.

One way to achieve these savings is to make sure that the corporation via its subsidiary, divisional and brand communications presents itself in an optimum manner to the benefit of both corporation and product. With a relatively limited budget, the industrially-oriented corporation must be sure that it is getting maximum effect in its promotion of product lines.

To achieve economies in a multi-divisional industrially-oriented company, these questions should be posed: Are the products themselves getting the utmost mileage out of their communications dollars? Are brand dollars used to achieve a specific product goal or corporate goal? Is there a carefully planned presentation of brand, subsidiary and corporate communications that are of mutual benefit to each other? It is in this vital area that a corporation can and should maximize its communicative thrust to get the biggest "bang" for its dollar.

In the meantime, what of the consumer-oriented company which is facing new challenges in the marketplace, where the dollar spent is increasingly competitive? Here, too, effective communications can not only save money in the operation of the company but can, also—and this is most important—keep the alert marketer miles ahead of his more cautious or sluggish competitor. When the times create challenges, the successful marketer must respond with new, innovative aggressive communications.

In the following pages we have assembled some case histories—most very brief, one rather extensive—to show both sides of this communicative challenge and how it is being met by some of America's leading companies in their fields.

The extensive story is that of FMC—a noteworthy example of a highly successful, industrially-oriented corporation that is now in the process of streamlining its total communications thrust. We believe you will find the reasoning and rationale behind this program both interesting and informative.

You will also be interested, we believe, in the new corporate postures of American Express, Rainier Corporation, Handy Andy, United Technologies, and Pizza Hut. Each marketer was faced with a specific problem and each is in the process of solving it. Additionally, we are also showing new brand stances for Canada Dry, Cenex and Handy Andy, and the new Bicentennial look of NBC.

As always, we are interested in your comments and observations and welcome your thoughts on this and other issues of Sense.

New Stances for Eight U.S. Companies

AMERICAN EXPRESS

®

American Express, a company whose name is almost synonymous with "international", is keeping in the forefront of the international market with a new corporate-wide identity program. The focal point of the communications system, which is designed to bring the company and its services under a highly identifiable banner, is a bold new graphic system designed to create a strong public awareness on an international basis. The variety of languages which American Express encounters doing business in the far corners of the world is no problem now in terms of recognition. As demonstrated on the right and above, the new system for American Express' Travel Service division encompasses a variety of languages and cultures.

AMERICAN EXPRESS
Travel Service
AMERICAN EXPRESS
Voyages Tourisme
AMERICAN EXPRESS
Reise-büro
AMERICAN EXPRESS
Reise-service
AMERICAN EXPRESS
Ταξίδια Τουρισμός
AMERICAN EXPRESS
שרות נסיעות
AMERICAN EXPRESS
Обслуживание Путешествий
AMERICAN EXPRESS
خدمات للسفر
AMERICAN EXPRESS
旅行サービス

When NBC "celebrates America" during this Bicentennial Era, the eminent broadcasting company's special graphic theme for the event strikes a highly individualistic note as well as creating a sense of continuity from program to program.

The challenges of changing bank laws, like other challenges, offer new opportunities for the achievement of new goals—if management can assume the leadership needed to meet the test. Such is the case with Rainier Bancorporation, the new unifying umbrella identity for Marine Bancorporation and its lead bank, National Bank of Commerce, of Seattle, Washington.

RAINIER
BANCORPORATION

RAINIERBANK

RAINIERMORTGAGE

RAINIERCREDIT

A new brand stance for Canada Dry Ginger Ale is now being introduced nationally. The design maximizes the continuity of the famous Canada Dry shield while utilizing new graphic elements which permit Canada Dry to reach for a more youthful consumer while retaining its adult market.

Cenex is the new retail identity developed for Farmer's Union Central Exchange of St. Paul, Minnesota. It is demonstrated here on the cooperative's new package system.

San Antonio-based Handy Andy, a supermarket chain, is moving forward with a new striking retail stance and private label packaging system. A variant is the company's private label, Kassel Beer, which has its own individual brand stance and has quadrupled in sales since it was introduced.

66⅔ Lbs.
CENEX
Plant Food
9-23-30
Guaranteed analysis
Total nitrogen...(N)...9%
Avail. phos. acid..(P2O5).23%
Water sol. potash.(K2O).30%
Co-op Service makes your fertilizer worth more
Manufactured by
CENEX
Dairy Cattle Spray
With Vapona and Ciodrin
Net contents two U.S. gallons
CENEX
PREMIUM PREMIUM PREMIUM
One coat 100% acrylic
Latex flat wall Paint
Medium tint base
M-2690

Handy Andy

Kassel
Beer
REFRESHING TASTE AND FLAVOR
CONTENTS 12 FLUID OZ.

Pizza Hut

TAKE OUT
Medium
Large

Pizza Hut

A new innovative signage program was part of the work done for Pizza Hut, a leader in the fast food industry. Other communicative elements consisted of distinctive new menu presentations in the form of pizza paddles both at the table and in counter display.

When United Technologies was called United Aircraft it was sometimes confused with an airline and other aircraft-oriented organizations. There was the additional problem that the company was no longer strictly limited to aircraft markets. Under the new banner of United Technologies and with a distinctive identity system the company distinguishes itself as a corporate entity while emphasizing the value of its well-known subsidiary names.

The Story Behind a Major Communications Change

On an individual basis, what we see is usually how we perceive. This is just as true on a person-to-person basis as it is with a large company attempting to relate to its important audiences. Thus, if the profile of a corporation has been minimal over a number of years, it is probable that the perceptions of it by its publics will be proportionately reduced. This minimal perception is often accompanied by the additional problem that even those aware of a corporation's existence often do not have an accurate understanding of what it is and what it does. This of course can be detrimental from both a business and financial point of view.

This was the major problem facing FMC when it came to Lippincott & Margulies for assistance. Under the leadership of a new and dynamic president, Robert H. Malott, FMC was probably the least known and understood $1.5 billion a year company in the world. Additionally, many of its operations had a substantially stronger identity than the company, including such divisions as American Viscose, Link-Belt and Peerless Pump. Yet, the company ranked 90th among all U.S. industrial companies with some 150 separate facilities and literally thousands of products.

Because FMC had diversified and grown so rapidly in recent years, and also because it had never developed a cohesive communications plan, the company was simply not recognized by its many publics as the industrial giant it had become.

Lippincott & Margulies' work with FMC began with a detailed investigation and analysis of the company's communications

FMC Chairman and President Robert H. Malott

practices and the philosophies behind them. To accomplish this, Lippincott & Margulies personnel visited many of FMC's facilities across the country; interviewed at length many key company executives; studied all relevant operating procedures; assessed hundreds of products and packages, sales brochures and signs; evaluated advertising and promotion. In essence, almost every visual and verbal expression of FMC was studied.

From this intensive survey, it was concluded that a new communications approach was needed to accurately reflect the scope and dynamism of this international corporation. The outward face of the company simply did not add up to its inner reality.

Lippincott & Margulies assisted FMC in structuring a basic communications philosophy and strategy to guide it in future years. From this, a series of specific recommendations were structured including:

1) The name FMC Corporation should be retained. Although letters comprising the corporate name offer certain problems, there were too many equities in the company's current name to discard it.

2) FMC's marketing competences should be more accurately defined and its subcorporate nomenclature should be restructured to more accurately reflect the reality of the company and its many areas of activities.

3) The company's many brand names should be considerably reduced to lessen the rather fragmented communicative presentation that was taking place.

4) A strong FMC corporate endorsement should be structured across all divisions.

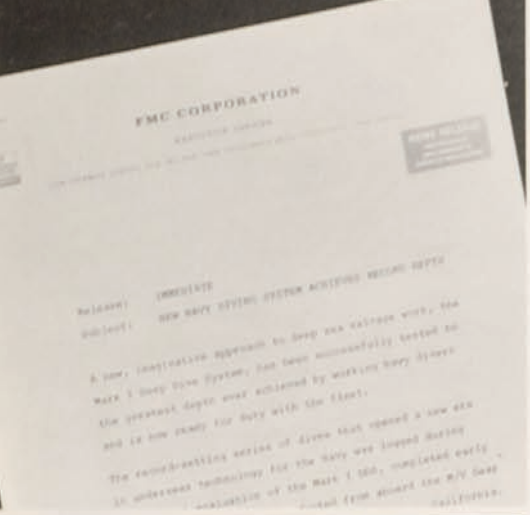
5) The FMC corporate trademark should be redesigned to more accurately reflect the innovative, technologically-oriented company that FMC had become.

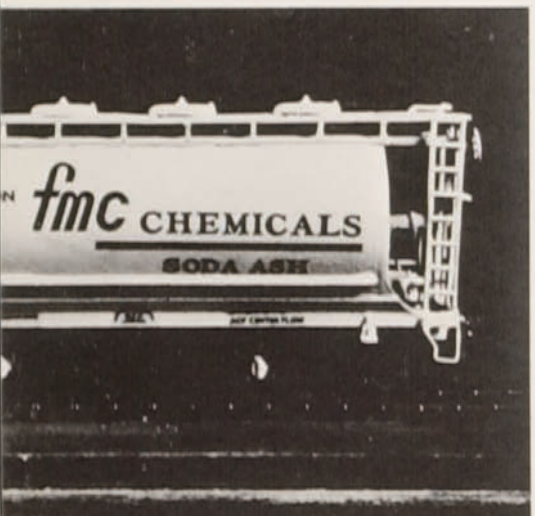
6) A corporate graphics system should be created that would carefully coordinate all visual and verbal expressions of FMC's identity. All unnecessary graphics and merchandising logotypes would be eliminated.

7) A centralized authority should be created within the company to be sure that the implementation of the new identity accurately followed the conceived plan.

Today under the leadership of Robert H. Malott, FMC Corporation is forging ahead with its eye to the future. Some of the specific elements of its identification program are detailed on the pages that follow.

This then was the plan of action that was followed. Despite the complexity of the assignment, virtually the entire communications program was developed, implemented and well under way within 10 months from the beginning of the assignment. This was one of the shortest periods in Lippincott & Margulies' experience in creating such programs for clients.





A Visual Expression That Looks to the Future

Following the restructuring of FMC's nomenclature system, it was evident that a new graphic system was called for. As evidenced by the pictures on the left, the former look of FMC Corporation was simply not in tune with the innovative, technologically-oriented company it had become. And the question could be asked, for a company involved in a variety of technical areas including construction and mining equipment, food and agricultural machinery,

material handling systems, petroleum equipment, power transmission, machinery, transportation equipment, packaging machinery, could FMC afford to look anything but highly contemporary?

The need then existed to create a comprehensive graphic system that could coordinate and maximize all of FMC's visual expressions. Where previously FMC's corporate graphic endorsement had been somewhat inconsistent, the new system would be structured to encompass all communicative expressions in a uniform manner and dramatically express the new corporate entity.

With this in mind, work began on a corporate trademark which would function as the core of a total graphic system encompassing a multitude of visual expressions. This would of course include signage, product identification, stationery systems, packaging, forms and invoices, rolling stock to mention only a few areas.

The equities inherent in the FMC name were carefully analyzed and the decision was made to develop a bold, memorable mark comprising only FMC, rather than FMC Corporation, and which would be appropriate for both the machinery and chemical businesses. In structuring this new contemporary identity for FMC, the decision was also made to use a new and vibrant red as the corporate color base.

This new look then is the core of FMC's new communicative system functioning in every corporate visual expression. The purpose of course is to create a look that reflects the reality of the company—innovative, aggressive and growing. In the pages that follow are some examples of how this new look is functioning within the communicative system.

From Idea to Corporation

[A brief history of FMC Corporation]

It was 1883, and agriculturist John Bean had an idea.

His idea—the invention of agriculture's first continuous pressure pump—led to the establishment of the Bean Spray Pump Company the following year.

As with so many other American corporations, one man's lonely idea became the genesis for what has now become one of the nation's largest industrial enterprises with a 90-year history of growth and diversification.

For what John Bean began as a single-product manufacturing company in the quiet Santa Clara Valley of California far from the humming centers of America's industrial revolution of 90 years ago has now evolved into the country's 90th largest industrial corporation—FMC Corporation. And what began as a one-man company sparked by a single idea is now a giant enterprise housing more than 48,000 employees in 140 plants and factories in 32 states and 13 countries throughout the world.

For close to fifty years of its existence, the company's growth and expansion had been limited to the agricultural equipment and food processing industries.

Its name, reflecting the company's expansion into additional areas of competence, evolved from the original Bean Spray Pump Company to John Bean Manufacturing Company (1928), then after a merger to Food Machinery Corporation in the following year.

Still, the company's entire emphasis was directed to activities related to agriculture —by World War II it was producing fruit and vegetable canning and packing machinery, food processing equipment of an increasingly sophisticated caliber, agricultural chemicals and deepwell turbine pumps for agricultural use.

During World War II the company was called upon to turn much of its production attention to military needs, and with its extensive experience and capability it designed and produced amphibian tracked landing vehicles for the armed forces which came to be known as "Water Buffaloes."

It was a major turning point in the history of the company. It was now a full-fledged industrial complex with manufacturing and design abilities no longer limited to the field of agriculture. The Company began to broaden its line of manufactured goods and equipment, retaining its acknowledged leadership position in the field of agricultural equipment and food processing manufacture. But its ongoing expansion continued to affect its identity. In 1948, following its acquisition of Westvaco Chemical Corporation, it again changed its corporate name to reflect its growing breadth of interests. Its new name became Food Machinery and Chemical Corporation.

Then, in 1961, following still further expansion into additional areas of competence, the company changed its name once again.

To FMC Corporation. Its name today.

The company kept growing internally as well as externally. In 1963, it acquired the assets of American Viscose Corporation, placing it in the forefront among manufacturers of rayon, acetate, polyester fibers, cellophane and plastic films and various noncellulosic products. It became a leader in the rapidly-growing packaging industry.

In 1967, it acquired Link-Belt Company, one of the world's leading manufacturers of construction machinery, cranes, excavators, power transmission and bulk materials handling equipment. It became a leader in the heavy construction machinery industry as a result of this move.

And, though its corporate name remained the same, the products produced by FMC represented a myriad range of activities stretching around the globe, even to the moon and outer space.

Under its then new President, Robert H. Malott, FMC Corporation in 1972 moved its corporate headquarters from San Jose, California—where it had been operating since the days of John Bean—to Chicago, Illinois. This move permitted the company's executive staff to be closer to the geographical center of its operations as well as American business in general.

In the past decade, FMC Corporation has more than doubled its overall size and the number of products that it markets. And as the company restructures its overall communications practices and corporate stance, it stands ready for continued expansion and growth.

John Bean wouldn't recognize what he had begun.

FMC Corporation

FMC

January 1, 1975

Mr. John Harris
President
Connell Corporation
484 Main Street
Wilmington, Delaware 12401

Dear Mr. Harris:

The communications potential of a letter goes beyond its content. Just as the frame on a picture can complement or detract from the picture itself, so the letterhead design plays its role at the personal communications level. Choice of typewriter face, paper stock and typing format also make a large contribution to the overall impression upon the reader.

A well-designed stationery system should avoid the promotional features which might be necessary in other parts of the communications program. A corporate letterhead design,

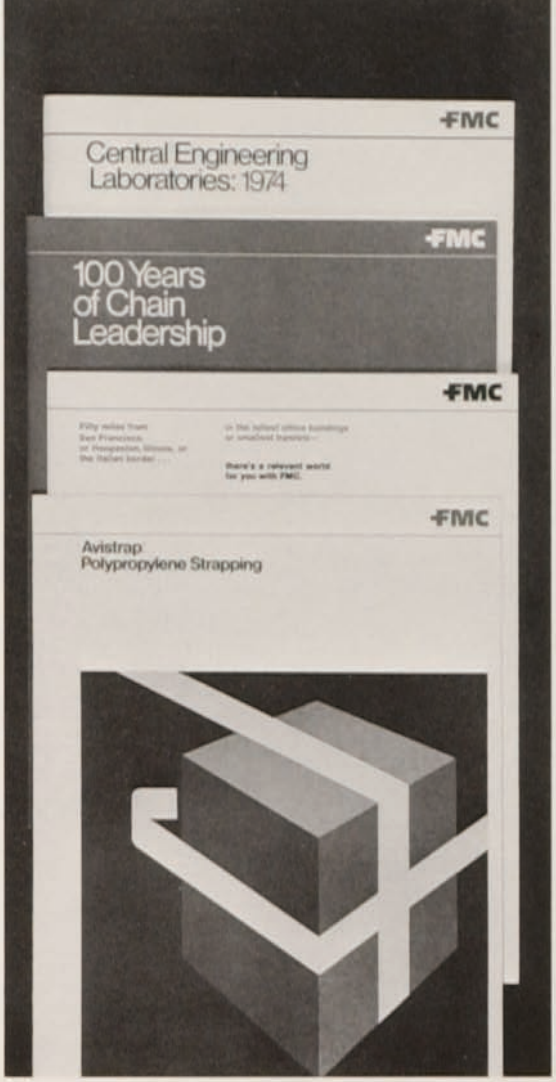
FMC Corporation

FMC

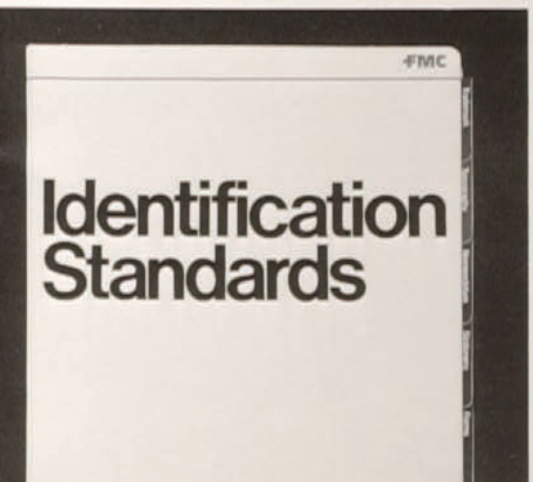
Mr. John Harris
President
Connell Corporation
484 Main Street
Wilmington, Delaware 12401

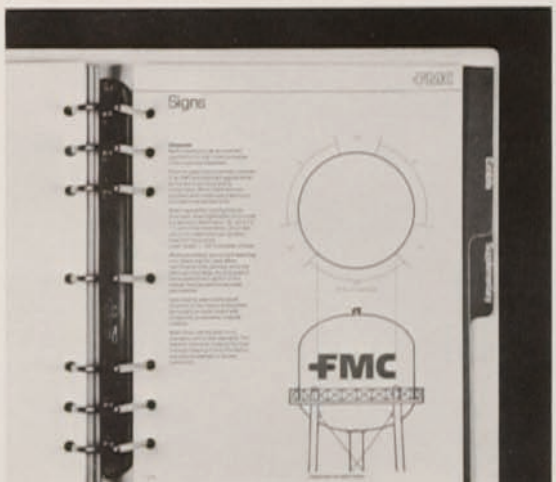
FMC Corporation

FMC



One of the most visible areas of a company's identification is in printed materials. As demonstrated on the facing page, FMC's new visual presentation receives wide exposure via its annual report and stationery system. A distinctive grid format was also created for FMC's literature presentation as illustrated by the accompanying trade brochures and FMC's house publication, *Progress*. Advertising too plays a vital role in getting across the new look. The two bottom pictures on this page illustrate one of the most vital elements in any major corporate identity program—an Identification Standards Manual. The FMC Manual provides the guidelines for the proper implementation of the new identity system through almost every visual and verbal expression.

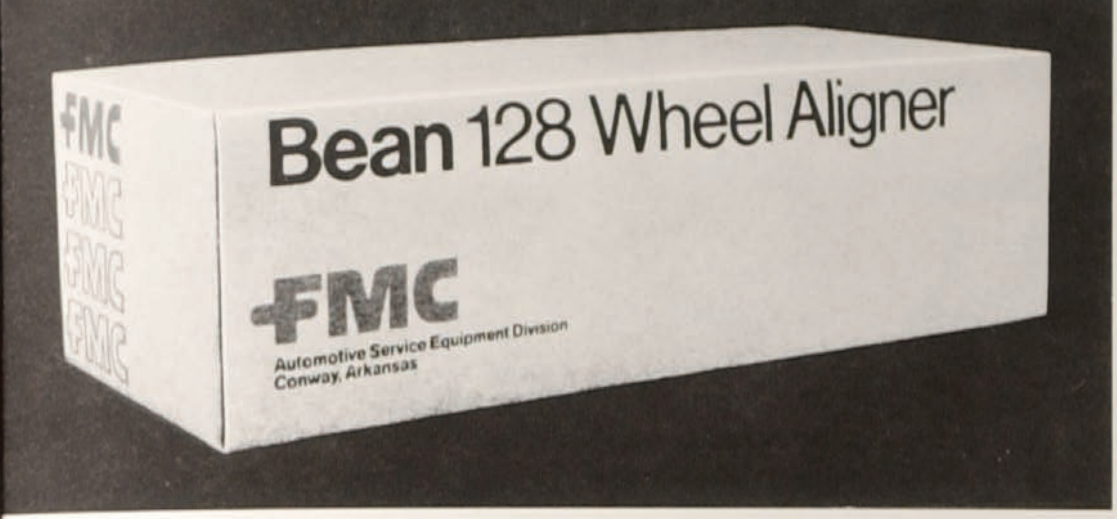


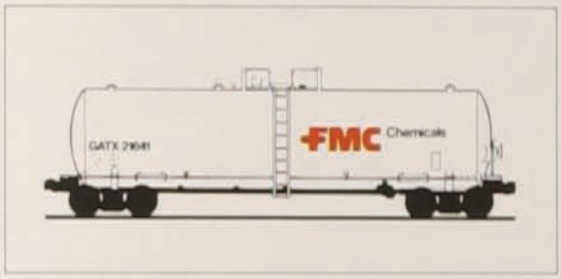


FMC
FMC
FMC

FMC
Main
Entrance

FMC
FMC
Chemical Research and
Development Center





Coordination and functionalism are key concepts which underlie the rationale in developing FMC's identity program here shown extended into areas of interior and exterior signage, industrial packaging and rolling stock. Basic elements of the overall graphic system are repeated in such key identity elements as major corporate signage, directional signage, interior eye-level identification, railway and highway rolling stock and all types and sizes of packages for FMC's broad line of industrial and consumer goods. This successful extension of the identity program is facilitated by the dynamic versatility of the new FMC mark.

A New Subcorporate Nomenclature System to Make FMC More Understandable

Following its newly developed communications strategy, FMC's subcorporate nomenclature was restructured to provide a more systemized presentation to its many publics and at the same time maximize the impression made by the company. To achieve this, FMC's many divisions were regrouped into 16 broad areas of marketing competence to help define the scope of the company's total capabilities, thereby making FMC more understandable to its many audiences.

At the same time, many of FMC's divisional names were changed to descriptive identities and grouped within the appropriate market categories. In all cases, FMC's corporate identity is closely linked to that of the division. For example, the Link-Belt Enclosed Drive Division was changed to FMC Drive Division while the American Viscose Division—Film Operations became the FMC Film & Packaging Division.

The end effect of a changeover to divisional generic nomenclature is a clear and coordinated picture of the company and its capabilities both to internal and external audiences. The before and after presentation of FMC's subcorporate nomenclature is shown on the facing page. Changes in brand names are presented on pages 22 and 23.

FMC Divisional Nomenclature

Former Division Names	New Division Names Grouped by Competencies
	Chemicals and Fibers
Niagara Chemical Division	Agricultural Chemical Division
Chemical & Viscose International Division	Chemical International Division
American Viscose Division, Fiber Operations	Fiber Division
Inorganic Chemical Division	Industrial Chemical Division
Organic Chemical Division	
	Construction and Mining Equipment
Link-Belt Speeder Division	Crane & Excavator Division
Galis Division	Mining Equipment Division
	Consumer and Special Products
Advanced Products Division	Advanced Products Division
Boiens Division	Outdoor Power Equipment Division
Motor Coach Division	Motor Coach Division
Kilby Steel Division	Steel Products Division
	Defense Equipment
Defense Technology Laboratories	Defense Technology Laboratories
Northern Ordnance Division	Northern Ordnance Division
Ordnance Division	Ordnance Division
	Environmental Equipment
Environmental Equipment Division	Environmental Equipment Division
Wayne Division	Sweeper Division
	Food and Agricultural Machinery
John Bean Division	Agricultural Machinery Division
Citrus Equipment Division	Citrus Machinery Division
FMC Machinery International	Food Machinery International Division
Canning Machinery Division	Food Processing Machinery Division
	Material Handling
Engineered Systems Division	Engineered Systems Division
Link-Belt Material Handling Equipment Division	Material Handling Equipment Division
Link-Belt Material Handling Systems Division	Material Handling Systems Division
Syntron Division	Material Handling Equipment Division
	Packaging
American Viscose Division, Film Operations	Film & Packaging Division
American Viscose Division, Industrial Packaging Department	
Packaging Machinery Division	Packaging Machinery Division
	Petroleum and Fluid Control Equipment
Chiksan Division	Petroleum Equipment Division
Weco Division	
Oil Center Tool Division	
Oiline Division	
Peerless Pump Division	Pump Division
	Power Transmission
Link-Belt Bearing Division	Bearing Division
Link-Belt Chain Division	Chain Division
Link-Belt Enclosed Drive Division	Drive Division
Stearns Division	Power Control Division
	Transportation Equipment
Airline Service Equipment	Airline Equipment Division
Automotive Service Equipment	Automotive Service Equipment Division
Gunderson, Inc.	Marine & Rail Equipment Division

Streamlining the Brand Nomenclature System

At the same time that FMC's subcorporate nomenclature was being restructured (as shown on pages 20 and 21), considerable attention was also being paid to its brand names. As often happens with a successful and growing company, FMC found itself using and promoting hundreds of different brand names. At the time of this program the number of brand names in use by FMC totaled more than 1,000.

The use of too many brand names tends to fragment a corporation's overall communicative thrust. Each brand is allotted its own share of the corporate communications dollar and if there are numerous brands to promote, the problem usually arises that there is not sufficient budget to do the job properly. Additionally, the promotion of many brand identities does not usually strengthen the communicative posture of the company as one entity.

Along with subcorporate nomenclature changes, the decision therefore was made to substantially reduce the number of FMC brand names in use. The basis of retention or rejection related to the particular marketing needs of the division responsible for the brand. At the same time, each division would be responsible for increasing the impact of the FMC trademark and reducing the emphasis on the retained brand names. This dual identification with emphasis on the FMC trademark would progressively increase the impact of the corporate endorsement.

The end effect then was to have a minimum number of strong brand names that would effectively function in the marketplace with sufficient communications dollars. At the same time, these brand names would be used in such a way as to strengthen the identity of the company. At this writing, FMC's brand names have been reduced from more than 1,000 to approximately 100. On the facing page is demonstrated the before and after brand name changes for one of FMC's divisions.

The overall objective of corporate and brand name changes for FMC was to, wherever possible, make a clear, concise and understandable statement to its many publics. In this way, the company and its brands would become more distinctive and memorable.

FMC Food Processing Machinery Division Brand Names

Previous Brand Names	Current Brand Names	Generic Descriptions
Raque	**Raque**	Convenience Food Packaging System
Polarmatic	**Polarmatic**	Frozen Novelty Machine
Vitafreze	**Vitafreze**	Frozen Confection Machinery
Accupat	**Accupat**	Food Shaper
Steritort		Rotary Sterilizer
Hydroflex		Pressure Sterilizer
Hydropac		Pouch Sterilizer
Agitort		Pressure Sterilizer
Super		Finisher
M&S		Filler
Cascade		Tomato Harvestor
Hi-Ton		Tomato Harvestor
Super Stack		Palletizer
Britestack		Palleting Equipment
Hi-Ton		Tomato Peeler
Kyler		Boxer
Rotoscan		Sorting Machine
Pitsort		Sorting Machine
Colovert		Sorting Machine
Rotosort		Sorter
Transol		Valve
Hi-Eff		Washer
Take-Away		Conveyor
Vitaline		Confection Machine
Vitawrap		Wrapper
Continuous Sterilmatic		Pressure Cooker & Cooler
Orbitort		Pressure Sterilizer

Note: Where brand names have been discarded, the new designation uses the generic description with a strong linkage to the FMC identity. For example, the former brand name Steritort has now been replaced by FMC Rotary Sterilizer.

This then is the new communicative stance of FMC Corporation. Says president Bob Malott, "We have been very pleased with the program. It has allowed us to improve our corporate impact in many markets where FMC previously was little known or understood. One interesting sidelight of the program has been the extent of interest and involvement this program has generated among our employees. I did not anticipate this degree of internal enthusiasm but have been extremely pleased to see it happen."

Creating this new umbrella identity has also enabled FMC to more efficiently use its communications dollars. While such well-known brand names as Link-Belt and Avicel are making sales-oriented statements to their various audiences, they are also helping to strengthen the identity of the company, FMC. And as FMC becomes better known via its linkages with strong brands, its importance as an endorsement factor proportionately increases. In essence, a two-way communications channel has been set up wherein strong brand identities strengthen the corporate identity, while at the same time the company's endorsement becomes a vital factor for current and future products. The efficiencies in having all brand promotion monies benefit all other divisions as well as the total company are considerable.

This is not to say that solutions for FMC are applicable to other major or medium sized corporations. Each company is an entity unto itself with its own unique problems and opportunities. As a consequence, each must be thoroughly studied and analyzed to determine the optimum communicative strategy.

But for a company not to have a carefully planned and well conceived overall communications strategy is to put it bluntly a disastrous oversight. The dollars, time and manpower expended in most corporations' communications are so considerable that not to carefully channel and control them is a waste.

Because of the uncertain economic climate, businessmen today are looking closely at their expenditures. While this streamlining process is taking place, it would behoove the corporate executive to look carefully at his communications dollars and how they are spent. Is maximum effectiveness being achieved from corporate and brand promotion? Or are your promotion and advertising dollars being fragmented in numerous directions? If the latter is the case, you should investigate and reanalyze your total communicative thrust with objective, professional counsel.

The now famous phrase, "I know I'm wasting half of my advertising dollars but the problem is I don't know which half," should perhaps be paraphrased to "I know I'm wasting half of my communications dollars and if I can halve that, I will be wasting only a quarter."

An Important Correction

In the last issue of "Sense 71" we may inadvertently have given a very wrong impression of the Reliance Group, Inc. in connection with its recent name change. In fact, Reliance has informed us that the new name of the company reflects the importance of The Reliance Insurance Company, its principal subsidiary, which is more than 150 years old and which holds more than 70% of the Group's assets and in recent times has provided almost 80% of its operating income.

Secondly, the nearness of the reference to Reliance's name to certain other companies and comments may wrongfully have suggested a criticism by us. In fact, neither the juxtaposition nor any complaint was intended, nor do we have any reason whatsoever to criticize or question the good faith of the Reliance Group, Inc.

Readers of this issue will find the following of special interest:

Sense 71
Communicating Credibility to Financial Audiences

When credibility plunges, P/E ratios suffer, and problems multiply. What is the answer? Are the customary public relations techniques sufficient, or is a new approach needed, one that comprehends a company's total stance and positioning? An informative essay is bolstered by personal interviews with leading financial authorities.

Sense 70
The New Shape of Financial Services

An overview of the changes taking place in the financial services field including banks, savings & loan, brokerage houses, investment banks, insurance and finance companies. Also shows what many financial firms are doing communicatively to sharply differentiate themselves from competition.

Sense 67
Corporate Image and Those Magic Multiples

The most requested issue of Sense in its history. Discusses the problems and opportunities of effectively communicating with the financial community. Special interviews with Gus Levy of Goldman, Sachs, Gordon Williams of Business Week and Tom Johnson of Chemical Bank. Don't miss it.

Sense 64
American Motors

The dramatic turnaround of an ailing giant. How improved management techniques and a full-scale corporate communications program put American Motors back in the black and repositioned the company for more effective competition in the years ahead.

Sense 62
Enter Superbrand

A unique marketing concept that substantially heightens corporate flexibility and communications efficiency. The Pathmark story, a new look in retailing.

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